

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Knott *et al.*
Serial No.: 10/681448
Date Filed: October 8, 2003
Confirmation No.: 9392
Group Art Unit: 3622
Examiner: Carlson, Jeffrey D.
Title: *System and Method for Automated Customized
Content Delivery for Web Sites*

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The undersigned certifies that this document was
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/joseph p lally/
Joseph P. Lally

December 14, 2009
Date

Dear Sir:

RESPONSE TO FINAL OFFICE ACTION

In response to the Final Office Action mailed August 14, 2009, Applicants respectfully submit the following amendments set forth below and request favorable action thereon.

A Listing of the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.

A Request for Continued Examination is submitted herewith.